

***Remarks***

Reconsideration of this Application is respectfully requested.

Upon entry of the foregoing amendment, claims 1-9, 16-24, and 46-58 are pending in the application, with claims 1, 16, 46, and 53 being the independent claims. Claims 1, 16, 46, and 53 are sought to be amended. Claims 10, 11, 25, and 26 are sought to be canceled without prejudice to or disclaimer of the subject matter therein. Claims 12-15 and 27-45 were canceled in a previous amendment. These changes are believed to introduce no new matter, and their entry is respectfully requested.

Based on the above amendment and the following remarks, Applicants respectfully request that the Examiner reconsider all outstanding rejections and that they be withdrawn.

***Priority***

The Examiner has noted that the present application 09/864,293 is a Continuation-In-Part (CIP) of Applications 09/559,964 and 09/393,390. The Examiner has alleged that this Application, 09/864,293, does not benefit from an earlier filing date due to inadequate support. (See Office Action, page 2). Applicants elect not to substantively respond to the Examiner's contentions at this time, but reserve the right to do so in the future.

***Interview***

On November 27, 2007, Examiner Duran and Applicants' representatives Omar Amin, Reg. No. 60,885, and Michael Q. Lee, Reg. No. 35,239, conducted an interview

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meeting at the U.S. Patent & Trademark Office. Applicants' representatives thank the Examiner for the courteous and productive interview.

***Rejections under 35 U.S.C. § 103***

Claims 1, 2, 4, 6, 7, 9-11, 16, 17, 19, 21, 22, and 24-26 have been rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over U.S. Patent 6,516,341 to Shaw et al. ("Shaw") in view of U.S. Patent 5,848,396 to Gerace ("Gerace") in view of U.S. Patent 6,961,776 to Buckingham et al. ("Buckingham"). Furthermore, claims 3, 5, 18, and 20 have been rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over Shaw in view of Gerace in view of Buckingham as applied above, in further view of U.S. Patent 5,794,210 to Goldhaber et al. ("Goldhaber"). Claims 8, 23, and 46-54 have also been rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over Shaw in view of Gerace in view of Buckingham as applied above, in further view of U.S. Patent 6,332,127 to Bandera et al. ("Bandera"). Claims 57 and 58 are rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over Shaw in view of Gerace in view of Buckingham in further view of U.S. Patent 5,933,811 to Angles et al. ("Angles"). Applicants respectfully traverse the rejections.

Claims 10, 11, 25, and 26 are sought to be canceled, and thus Applicants assert that the rejections of these claims have been rendered moot.

The combination of references does not teach or suggest all the features of claim

1. For example, claim 1 recites the following:

wherein the advertisement was received by the hand-held device from a server during a sync operation, wherein, during the sync operation, the hand-held device was placed

into an adapter through which the hand-held device was coupled to the server.

Shaw does not teach or suggest this feature of claim 1. As best understood, in Col. 2, lines 25-32 of Shaw, a browser program is used to access webpages that include advertisements. These pages can be cached at a user's computer. They can be flushed from the cache at a later time and also can be flushed when the browser program is off-line. However, Shaw does not teach or suggest "wherein the advertisement was received by the hand-held device from a server during a sync operation, wherein, *during the sync operation, the hand-held device was placed into an adapter through which the hand-held device was coupled to the server,*" as recited in claim 1. Moreover, Applicants assert that no other portion of Shaw teaches or suggests this element of independent claim 1.

Applicants further assert that none of the other applied references teaches or suggests "wherein the advertisement was received by the hand-held device from a server during a sync operation, wherein, during the sync operation, the hand-held device was placed into an adapter through which the hand-held device was coupled to the server," as recited in claim 1.

Furthermore, Applicants assert that "wherein the advertisement was received by the hand-held device from a server during a sync operation, wherein, during the sync operation, the hand-held device was placed into an adapter through which the hand-held device was coupled to the server," as recited in claim 1 is supported in the specification. For example, paragraphs [0051], [0100], [0130], [0132], [0134]-[0136], and [0197] of the Published U.S. Non-Provisional Application may provide support for that portion of claim 1, as amended.

Accordingly, Applicants assert that claim 1 and its dependent claims are patentable over the applied references, considered alone or in combination. Moreover, independent claims 16, 46, and 53 and their respective dependent claims are also patentable over the applied references for reasons similar to those described above with respect to claim 1. Thus, Applicants request that the rejections of claims 1-9, 16-24, and 46-58 be reconsidered and withdrawn.


***Conclusion***

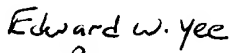
All of the stated grounds of rejection have been properly traversed, accommodated, or rendered moot. Applicants therefore respectfully request that the Examiner reconsider all presently outstanding rejections and that they be withdrawn. Applicants believe that a full and complete reply has been made to the outstanding Office Action and, as such, the present application is in condition for allowance. If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

Prompt and favorable consideration of this Amendment and Reply is respectfully requested.

Respectfully submitted,

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Date: JAN. 17, 2008

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